



TIPS FOR BUSINESS

- Start with a plan, know what is happening in your field mark out relevant dates in your calendar
- Decide which platforms are right for you - don't try and be on all
- Know your audience - don't expect your audience to like everything you post, they usually are still watching
- Build relationships, like, comment, share, join local groups & post in there when you can.
- Use the right tools, Canva, Unsplash, free sites to get your pictures
- Use scheduling and automation to free up more time, I use Business Suite & GMB App
- Track your performance, google analytics, insights, GMB insights
- Know popular Hashtags - www.best-hashtags.com if you have less than 1000 followers use # that have a reach of 5K-15K
- Use CTA as much as you can direct to website - research best call to action's
- Get Reviews on Facebook and Google - send clients links, do not be afraid to ASK!



ONE
LESS
THING✓
SOCIAL
MEDIA
MANAGEMENT

A few websites I like

www.google.com/alerts - daily info email to you

www.feedly.com - notified of breaking stories

www.buzzsumo.com - hunt down trending topics
related to almost any subject

[www.awarenessdays.com/awareness-days-
calendar/category/international-awareness/](http://www.awarenessdays.com/awareness-days-calendar/category/international-awareness/)

www.unsplash.com - free pictures

Invest time to see results Social Media is now an essential marketing and PR tool and should be taken seriously. If you ask an existing employee to take over responsibility for your social media output, do not expect them to be able to do it as well as their current job.

Why it's beneficial for a small business to have someone on board with social media experience.

The main reason that a small business would benefit is it can be difficult to keep up with the rapidly changing trends. Keeping your company's social media up-to-date can be time consuming and take away from other aspects of running a business. A social media manager will have the knowledge, resources, and skills needed to properly run your business' social media accounts so you have **ONE LESS THING** to worry about it.

Jules Opperman